



## *AOT in Action*

### **TOURISM WORKS FOR ARIZONA!**

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

It has been a tremendously successful year for AOT's education outreach program, Arizona Tourism University (ATU). In its inaugural year, more than 700 people attended the ATU workshops and took advantage of AOT resources to learn how to better assist their communities with tourism marketing, planning and development projects.

This year, AOT staff plans to continue the educational momentum previously set and will present a new series of workshops for our tourism partners. AOT will present workshops on such topics as Native American Community Outreach; How to Develop an Interactive Marketing Strategy; How to Write an Effective Marketing Plan; Teamwork for Effective Arizona Marketing First Timers Workshop; How to Work with Tour Operators and Travel Agent; How to Create Effective Collateral Material; and How to Assess Your Community's Assets. Presentations will be held all throughout Arizona.

The first workshop will be AOT on the Road: A Native American Community Outreach Workshop, held Oct. 11, 2007. We will keep you posted on the time and location as we arrive closer to the workshop date. If you would like more information, please contact Glenn Schlottman, Tourism Education & Development Coordinator at 602-364-3727 or via e-mail at [gschlottman@azot.gov](mailto:gschlottman@azot.gov).

Have a great week.

*Margie A. Emmert*

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Director  
Arizona Office of Tourism

## **AOT News Flash**

### **AOT Needs Calendar of Events**

AOT is requesting information to be considered for the calendar of events posted at [www.ArizonaGuide.com](http://www.ArizonaGuide.com). The calendar is currently updated with events through December 2007, and will soon be adding 2008 information. Events to be considered must be open to the public and of interest to participants or spectators from neighboring communities across Arizona or from out of state. Submissions should include the date, including the year; community in which the event takes place, name of event; venue; venue address; description; admission price, event time; phone number and/or Web site for the public to obtain additional information. Please include your contact information so that we may reach you with any questions we may have prior to posting your event. Photography is encouraged, (images should be a minimum of 300 DPI at 4"x5" original size) and we can supply you with an image information form. Additional events through December 2007 may also be submitted immediately if the event is not posted. Please check the Web site to see if your event is already included. If you have questions or would like an event submission form, please contact Marjorie Magnusson at 602-364-3695, by fax at 602-364-3702 or via e-mail at [Mmagnusson@azot.gov](mailto:Mmagnusson@azot.gov).

### **AOT Welcomes New Canadian and UK Representatives**

Two new public relations and travel trade firms will now represent AOT and the Grand Canyon State in both Canada and the UK. The RMR Group, Inc., will now represent AOT in the Canadian media and will represent AOT at major travel shows. The RMR Group will also assist AOT by identifying and recommending Canadian journalist to visit and write about Arizona. Hills Balfour Synergy will now be AOT's new public relations firm in the UK. In addition to being a liaison with key UK media contacts, Hills Balfour Synergy will handle public relations efforts, organize media trips, and plan tourism related events on behalf of Arizona. AOT welcomes these reputable agencies and looks forward to working with both of them.

### **GCOT Presentations Available Online**

If you are interested in reviewing any of the presentation material from the many informative breakout sessions that were held at the 27th Annual Governor's Conference on Tourism, please visit [www.aztourismconference.com](http://www.aztourismconference.com).

### **SAVE THE DATE: The 28th Annual Governor's Conference on Tourism**

The 28th Annual Governor's Conference on Tourism will be held July 9-11, 2008 at the Westin La Paloma Resort and Spa in Tucson. The conference committee is already at work acquiring a great lineup of guest speakers and organizing dynamic educational breakout sessions for a conference you don't want to miss! The Governor's Conference continues to be Arizona's premier tourism education conference by offering the latest information about new tourism marketing trends and a chance to interact with top industry professionals about new tools available to tourism industry professionals. Continue to check back for more information!

### **AOT Staff Attends Arizona Tribal Liaisons Retreat**

Dawn Melvin, AOT's Native American Tourism Development Manager, attended the State of Arizona Tribal Liaisons Group Retreat held last week. The group discussed conducting effective outreach to tribal communities; reviewed Tribal consultation policies; learned about effective advocacy; discussed how to improve state/tribal relations and received a presentation on tribal leaders expectations for state/tribal relations. Arizona has 39 designated tribal liaisons with 19 working full-time on tribal issues. AOT is one of 27 state departments that have developed Tribal consultation policies.

### **AOT Releases Crossroads Newsletter**

After a few months off for some reformatting and adjustments, AOT's agency newsletter Crossroads is back and will be sent out to subscribers this week. The newsletter has been reformatted to offer more in-depth articles on issues and trends affecting the tourism industry. If you do not receive the Crossroads newsletter and would like to, please send your name, organization, e-mail and physical address to Loretta Belonio at [lbelonio@azot.gov](mailto:lbelonio@azot.gov).

## **Industry News**

### **SAVE the DATE: Watchable Wildlife Conference, October 3-5**

The 2007 Watchable Wildlife Conference will be held in Tucson at the Doubletree Hotel Tucson at Reid Park from October 3-5. This will be Watchable Wildlife's and North America's 16th annual meeting of wildlife and tourism professionals. Attendees will participate in in-depth sessions concentrating on Wildlife Tourism Development and Management Programs, Wildlife Viewing Site Development and Natural Resource Conservation Management. Attendees will also hear from leading industry professionals, business owners, and authors in the field of Wildlife/Nature Tourism. For more information on the conference and to register please go to [www.watchablewildlife.org](http://www.watchablewildlife.org).

### **TIA Chief Calls for Stronger Industry Presence in Washington**

Tourism interest should be far more aggressive in trying to shape decisions in Washington on everything from border security to gasoline taxes, the head of the Travel Industry Association told industry executives in Florida this week. The tourism industry right now looks like the "Rodney Dangerfield" of industries jockeying for Congress' attention, said TIA President and CEO Roger Dow. "This industry, we get no respect," Dow said, contrasting the tourism lobby with the likes of the National Rifle Association and AARP--a pair of high-profile interest groups famed for their ability to influence public policy on guns and senior issues, respectively. "We've got to step it up." Dow gave those attending the 40th Florida Governor's Conference on Tourism a target to focus on: legislation currently languishing in Congress that would launch a public-funded advertising campaign to market the U.S. to overseas markets. A top priority of tourism behemoths such as Walt Disney Co. and Marriott International, the Travel Promotion Act of 2007 would create a nonprofit organization charged with running advertisements that promote the country and soothe fears among foreign travelers about security and border hassles. It would be funded in part by a new \$10 fee charged travelers from more than two dozen countries that currently participate in the Visa Waiver Program. Dow urged the nearly 1,000 attendees at this week's tourism conference to talk to their congressmen and senators about the legislation. (*Orlando Sentinel.com/Business*, 8/29)

### **USA Weekend Asks Three Travel Writers for Travel Tips**

USA Weekend queried writers Laura McKenzie, Everett Potter and Kimberly Lisagor for their fall travel advice. Among the 26 tips, McKenzie says always ask to view your hotel room prior to

check-in and read the fine print in travel insurance contracts; Potter urges travelers to view the Transportation Security Administration's web site for the TSA's carry-on rules and check out hotel loyalty programs for extra benefits. Lisagor suggests planning national park visits in shoulder season and look into volunteer vacations. (*USA Weekend*, 8/24-26, *Washington Times*)

### **Farewell to Paper Tickets in 2008**

On June 1 next year, paper tickets for flights on IATA carriers will be kaput, says *Newsweek*. On Aug. 27, the global airline association ordered its last paper tickets, clearing the way for total e-ticketing. The shift from paper to electronic will cut each airline's cost per traveler by \$9 and save 50,000 trees a year, claims Giovanni Bisignari, director-general. IATA represents 240 carriers, which operate 94 percent of all scheduled international services. To date, 84 percent of IATA airline passengers utilize an e-ticket. Some non-IATA lines such as Ryanair and Easyjet are already paper ticket-free. (*Newsweek.com*; MSNBC; Reuters; *Travel Advance*, Aug. 28)